NETWORK BANDWIDTH OPTIMIZATION BY DYNAMIC CHANNEL ALLOCATION

ABSTRACT OF THE DISCLOSURE

5   A method for increasing channel utilization in a video broadcast system includes receiving, at a head-end, a request for a video program from one of a plurality of subscriber stations. Determining whether the requested video program is associated with a first subset of channels representing broadcasted channels having a first subscriber viewership level greater than a threshold level, a second subset of channels representing broadcasted

10   channels having a second subscriber viewership level less than the threshold level, and a third subset of channels representing on-demand channels having a third subscriber viewership. The first subset of broadcast channels is substantially continuously transmitted. The second subset of broadcast channels is transmitted based upon channel availability and programming assignments. The third subset of on-demand channels are transmitted from

15   the head-end to at least one of the plurality of subscriber stations upon assigning video programming corresponding to the requesting subscriber station.